

Name _____ Date _____ Period _____

Product Planning

Ch 30 Sec. 2 – Sustaining Product Sales

Product Life Cycle

- Represents the _____ that a product goes through during its life
- At each stage, marketers must _____ their product mix and marketing strategies

Introduction Stage

- Product is _____ to the market
- Efforts focused on _____
- _____ profitable stage

Growth Stage

- The product is enjoying _____
- _____ sales and profits
- Competition is aware and is offering new products to _____

Maturity Stage

- Sales _____ or slow down
- Most of target market _____ product
- _____ a great deal of _____ in efforts to fight off the _____ -
- Decide whether to _____ the product to gain additional sales

Decline Stage

- _____ may be _____ than cost
- _____ the product
- _____ to the product line
- _____ the product
- Regionalize the product -- _____ of a product to certain _____

- _____ or alter the product offering

Product Positioning – the _____ a product projects

- The goal is to _____ from the competition.
- “The way you get into your customer’s _____.”
- The _____ to identify, place, and sell its products.

Positioning by _____

- Offer economy, mid-priced, and luxury lines

Positioned by _____ -- Unique characteristics

Positioning in Relation to the _____

Positioning in Relation to _____ in a Line

Category Management

- Managing product categories as individual business units.

- _____ are responsible for all of the profits or losses for _____ product line.

- Manufacturers can _____ this category’s mix, merchandising, and promotions.

- **Planogram** – A _____ that shows retailers _____, within a category, should be displayed on a shelf at individual stores.

- Provided by the manufacturer to _____.